

Statewide Marketing Taskforce Fact Sheet

- Charge:** To Redefine the image of the Public Workforce System through excellent, professional, coordinated marketing activities.
- Develop training tools (desk aids, etc) to help Career Center staff route/address responses to marketing projects and represent the system in a common manner
 - Develop a marketing guide to increase consistency of marketing publications and use of our brand
 - Evaluate our customer base (current and target) to effectively tailor resources and messages
 - Develop deployment plan for marketing program that has quantitative goals for outreach (number of contacts, etc), effective conveyance of our competitive advantages, and specifically targets certain markets (i.e., small businesses).

Members: Michael Waltman (Team Leader), Frank Alaniz, Rohina Behrmann, Michelle Brooks, Shams Chughtai, Mike Chittum, Holly Cuoco, Steve Dempsey, Lisa Elrod, Gilbert Hake, Rodney Henry, Larry Hightower, Jasen Jones, Connie Kronholm, Tracy Lemmons, Maggie Lesnak, Keith McNames, Kim Mildward, Lydia Negron, Sheree Prebee, Ray Randolph, Ruble Robert, Trish Rogers, Scott Sattler, Robin Schmidt, Melanie Shinn, Danielle Smith, OK Warren, Andrew Zorn

- Accomplishments:**
- Had second meeting on 1/26/06. Discussed co-branding and re-branding options, and voted. Results submitted to Rod. Reviewed local marketing efforts and discussed best practices. Currently gathering internal and external/private sector/professional examples of exemplary ads.
 - Divided into Training Aids/Best Practices and Marketing Guidelines subcommittees to begin drafting items.
 - On 2/10 forwarded guidance on marketing guidelines, development of print ads, and linkage to Skilled Workforce Initiative (the *RFA Cover* and *SWI One-Stop Career Centers* documents have items directly relevant to our team).

Time line: Meeting Quarterly toward launch of new GreatHires.org later this year. Next meeting will be April 4th at the MAWD conference. National workforce marketing consultant Celina Shands has agreed to meet with our Taskforce and provide some guidance from her great successes with helping other states increase market share.